

September 29, 2008

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**Ann Arbor Office:**

1969 W Stadium Blvd., Suite 210

Ann Arbor, MI 48103

Phone 734 662 5225

Fax 734 662 3532

Ms. Kelly A. Ayotte  
New Hampshire Department of Justice  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

Re: Notification of Security Breach

Dear Ms. Ayotte:

We are writing to inform you of a recent security incident involving The Image Group, headquartered in Ohio. From January to August of this year, hackers through the use of a hacker tool known as SQL injection were able to access names and credit or debit card information of persons who placed orders on our e-commerce site. Through this web based attack of our e-commerce site, 37 residents of your state were affected.

Upon learning of the breach, we shut down the web site through which the unauthorized access occurred. In addition, we had a forensic audit performed and we have commenced or concluded the remedial actions suggested within the audit. We are also working with our merchant bank and the Card Associations to address issues associated with the credit card information taken and to notify the issuing banks for those cards.

We intend to send the enclosed letter to the affected persons on October 6, 2008.

Sincerely,

THE IMAGE GROUP OF TOLEDO, INC.



Lisa Hoverson, CPA  
Chief Financial Officer

Enclosure



October 6, 2008

Corporate Headquarters:

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P.O. Box 1147  
Holland, OH 43528  
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Name  
Address  
City, State zip

Dear (Name),

We are writing to inform you of a recent security incident at The Image Group. We very recently discovered that hackers obtained access to one of our databases and as a result were able to obtain names and credit or debit card information of persons who placed orders on our e-commerce site (insert URL for site here). Upon discovering this we disabled our e-commerce site. We have been working with experts to prevent any further access to our customers' data.

We deeply regret this unfortunate situation, and we encourage you to take preventative measures. We encourage you to vigilantly monitor your credit and debit card account statements. If the card that you used with us was a debit card, we suggest you contact your bank who issued your card and follow their recommendations.

We understand that you may want more information on identity theft and detailed instructions on other actions you might consider. The Federal Trade Commission has gathered this information and provides its suggestions for actions in the event of identity theft at <http://www.ftc.gov/bcp/edu/microsites/idtheft/consumers/rights.html>. You may also contact the Federal Trade Commission for more information regarding identity theft toll-free at 1-877-ID-THEFT (438-4338) (TTY: 1-866-653-4261), or write Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

You may obtain a free copy of your credit report from each of the credit bureaus once a year by going to <http://www.annualcreditreport.com> online, or call toll free 877-322-8228. Hearing impaired consumers can access TDD service at 877-730-4104. You should monitor these reports. You may also place a security freeze on your credit report by contacting the credit bureaus as listed below.

Equifax	Experian	TransUnion
888-766-0008	888-397-3742	800-680-7289
<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>

If you do find suspicious activity on your credit or debit card or in your credit report, call your local police or sheriff's office and file a police report of identity theft. Get a copy of the police report. You may need to give copies of the police report to creditors to clear up your records. In addition, you should report identity theft to the Federal Trade Commission.

We sincerely apologize for any inconvenience that this may cause you. If you have additional questions, please call us toll-free at 866-272-5162.

Sincerely,

Lisa Hoverson, CPA  
Chief Financial Officer

## **The Image Group Responses to Frequently Asked Questions**

1. What personal information was accessed?

Name, credit card/debit card number, expiration date, address and the CVV code that you provided that is on the back of your credit card. No social security numbers or dates of birth were involved.

2. When did this happen?

While this was discovered in August, it appears that the unauthorized access began in January and occurred again in August of this year. After realizing that there was something wrong with our system we shut down our e-commerce site in order to prevent additional unauthorized access to information.

3. Why didn't you notify me immediately?

While we were advised of the possibility of the theft in late August, it took time to have outside experts review and determine that information had been taken and specifically what was taken.

4. Why was my information included?

You placed an order with us during the relevant time period.

5. What did you do when you discovered the breach?

We implemented the process to hire outside experts who then reviewed our systems to determine whether and what information had been taken. We also have taken time to implement measures to secure our systems based on the recommendations of these experts.

6. Were other individuals affected or am I the only one?

Yes, other individuals and companies were impacted by this incident. We have sent out notices to each person and company affected by this event.

7. Will I receive any additional information or updates?

We do not foresee that any additional information will be necessary beyond what we have now provided to you.

8. Should I be concerned about identity theft?

We are not experts in this area, but we would note that no social security numbers or birth dates were included in the stolen information. We would suggest that you follow the suggestions in the letter that we sent to you.

9. Do I need to contact The Image Group regarding this communication with an update of my status?

You do not need to update The Image Group on any further issues. Contact should be made only if you have additional questions that are not covered here.